

**Central Hollywood Coalition
Sunset & Vine BID Board Meeting**

MINUTES

July 14, 2015, 4:00 – 6:00 p.m.
Hollywood Palladium
6215 W. Sunset Boulevard
Champagne Lounge

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants
Fabio Conti, Vice President, Fabiolus Cucina
Arthur Stroyman, Secretary, Kilroy Realty Corporation
David Calabrese – CIM
Charles Eberly, The Eberly Company
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA
Chase Gordon, Avison Young
Melissa Logan, Amoeba Music
Elizabeth McDonald, Secretary, The Los Angeles Film School
Michael Nourmand, Hollywood Athletic Club
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences
Joyce Williams-Maxwell, Emerson College

Absent

Brian Folb, Paramount Contractors
Bill Humphrey, Hudson Media Properties
Fred Rosenthal, Ametron

Consultants

Joe Mariani, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Matthew Severson, Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance
Ginnie Gallo, Hollywood Property Owners Alliance

Guests

Rylan Greer – Hollywood Palladium

I. Call to Order

- Carol Massie called the meeting to order at 4:06 p.m.

II. Public Comments & Introductions

- There were no public comments nor introductions

III. Approval of Board Minutes

It was moved by Joyce Williams, seconded by Melissa Logan, and CARRIED to approve the minutes from the meeting on June 9, 2015. Kitty Gordillo abstained.

IV. Treasurer's Report – Kerry Morrison

- A. Financial Statements:** Morrison walked the Board through the June 30, 2015 financial statement. Expenses for April amounted to \$119,341.

It was moved by Chase Gordon, seconded by Fabio Conte, and CARRIED to approve the June 30, 2015 financial statement. Unanimously approved.

B. Receipt of and Approval of the 2014 Tax Return

The 2014 tax return had been emailed in advance to the board.

It was moved by Charles Eberly, seconded by Kitty Gordillo, and CARRIED to approve 2014 tax return. Unanimously approved.

V. COMMITTEE & PROGRAM REPORTS

A. Marketing and Communications – Devin Strecker and Joe Mariani

- 1. Sunset & Dine** – The 4th annual Sunset & Dine is scheduled for September 24, 2015, at BuzzFeed Motion Pictures. The next committee meeting is this Friday, June 17th at 9:30 a.m. in the BID office to discuss PR and outreach. All board members are invited. An expenditure of \$5,500 is needed to support communications and media relations (Haines & Co.).

It was moved by Fabio Conti, seconded by Mike Pogorzelski, and CARRIED to approve \$5,500 for the funding of Sunset & Dine. Unanimously approved.

- 2. #OIH2015 Only in Hollywood Music and Arts Festival - Group** – A part-time intern was hired to assist the committee in calling venues, restaurants, etc. to offer involvement in the festival. The Festival Steering Committee has now been formalized, with additional assistance from Festival Partners. From the Sunset BID, Melissa Logan (representing Amoeba Records and the board) and Chadwick Hemus, from Record Parlour, and Stacey Levine from Live Nation, are all on the Steering Committee. The next meeting of the committee is Wednesday, July 15, at 9:30 a.m. Discussed will be branding, media relations, and scheduling with Haines & Co.
- 3. SVBID Pole Banners** – The February 2016-2017 renewal of the permit for the pole banners at a cost of \$1,000 is now due. While it is early, there is no guarantee that we will keep our designated poles if not paid. The current banners will remain with damaged ones to be replaced. New banners with the SVBID brand designed to tie in with future utility box

design and trash cans would be expensive. It was suggested that the board check out the current banners to decide.

It was moved by Kitty Gordillo, seconded by Arthur Stroyman, and CARRIED to approve the renewal of the permit for the pole banners at a cost of \$1,000. Unanimously approved.

B. Streetscape & Planning Committee – Chase Gordon and Matthew Severson

1. Back to Basics Project Update

- a. A part-time intern was hired to work 24 hours per week for three (3) months at \$15.00 per hour. She will inventory tree wells, utility boxes, street furniture, and light posts for a data base to be established. Payment will be paid by both BIDS at 50% each. CHC will use funds from designated "Maintenance Fund."
- b. **AT&T Meeting** – Staff and representatives from ATT and the council office walked the area behind Denny's next to the AT&T structure that backs up to the freeway. A large homeless encampment is located there. AT&T agreed to put rocks around their building to discourage the encampment but ended up putting bark instead. Also reviewed was the AT&T Building behind Gower Gulch. Located on their property behind the switching station structure is a 1920's building in need of paint. It was requested that AT&T paint this structure to preserve it as well as plant trees and drought resistant ground cover on their parkway which is currently dirt. Approximately 30 trees will be needed for the parkway surrounding their structure on Gower, DeLongpre, and El Centro. Staff asked for approval from the board to draft a letter to Joseph A. Archie, Area Manager for AT&T, indicating that the BID would water the trees if AT&T planted them. Severson stated that a vendor is already watering the area three (3) days per week and the AT&T trees would be added at no extra cost to the BID.

It was moved by Charles Eberly, seconded by Fabio Conti, and CARRIED to approve a letter to AT&T offering to water until stabilized any trees planted around their property DeLongpre, Gower, and El Centro. Unanimously approved.

Severson also reported that he met today with Dan Halden, CHP, and CALTRANS regarding the property behind Denny's. CHP and CALTRANS stated there is not much they can do about the situation. CALTRANS did agree to post a No Trespassing sign and install a cage over the water spigot to discourage use. Since LAPD has checking the off-ramp crime has gone down in the area.

- c. **Public Art** – A proposal from Do Art, Carmen, was presented to the Streetscape & Planning committee for ten (10) utility boxes. The proposed amount of \$10,000 would cover the Do Art Fee of \$1,000, the artist fee, \$2,000, and the cost of vinyl wrap, \$7,000. One (1) artist will be used for consistency. No permit is needed, only the approval from the local councilmember.
- d. **Vine Street Tree Replacement** – Severson reported that replacement costs for 60 Jacaranda trees in 24" boxes would be \$290 per tree. Included will be planting, tree straps, tree stakes, and irrigation. Stroyman noted that monies from developers for

streetscape were being held in a CRA Plan, which Gary Benjamin's office is aware of. Severson will check into this.

It was moved by Kitty Gordillo, seconded by Arthur Stroyman, and CARRIED to approve an expenditure not to exceed \$17,500 to replace approximately 60 trees on Vine Street. Unanimously approved.

C. Security Committee –Kerry Morrison

1. **Hollywood Safe Sidewalks** – An educational handout for visitors and pedestrians is ready to take to the printer. The website has been created at www.hollywoodsafesidewalks.com. Morrison is looking for a graphic designer for artwork for the website – but the site will go live without illustrations.
2. **Homeless Issues** – Morrison reported on a summer project whereby BID security has been interviewing new faces. She will report on the results at the next meeting, but it appears many people are arriving from other states, and there is a high degree of drug use. There are concerns that the unintended consequences of Prop 47 is increased drug use and related increase in crime. Board members shared their experiences at and around their businesses with homeless encampments and open drug sales and use. Ivar has become particularly bad. BID Security is expecting 1,000 more calls this year than in 2014!
3. **Sidewalk Vending Proposal** –The four (4) community meetings with members of the Economic Development Committee have been completed. Nothing new to report.

VI. Staff Reports

- A. **All-Property Owners Meeting** – The meeting has been scheduled for Thursday, August 6. We are looking for a space to hold this annual event – meeting and reception.
- B. **CAL Downtown Association Homeless Forum** – This is an event scheduled for July 30, 2015. All BIDs throughout the state are invited.
- C. **International Downtown Association (IDA) 61st Annual Conference & Tradeshow** – The 2015 conference, Bridge the Gap, is being held in San Francisco from September 30 to October 2. Board members are encouraged to attend.
- D. **Demolition Party** – The Center at Blessed Sacrament is holding a demolition party Thursday, July 16, 2015 from 6:30 to 8:30 p.m.

VII. Next Meeting

Tuesday, September 8, 2015 at 4:00 p.m. Location TBD.

VIII. Adjourn

The meeting was adjourned at 5:15 p.m.